

2021 Donate Life Rose Parade® Floral Sculpture Fact Sheet



Group Name: Donate Life
Sculpture Theme: *Community of Life*

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Primary Message to be Conveyed to Audience

Since 2004, the Donate Life Rose Parade® float has inspired people across the country and around the world to save and heal lives through the powerful message of organ, eye, and tissue donation. On its 18th year, and as a tribute to 17 years of float participation on the Rose Parade®, the Donate Life community commissioned a beautiful and symbolic floral sculpture that will be installed at the Tournament House in Pasadena at the end of December. This floral sculpture will be featured in the Tournament's Roses' TV special – *The Rose Parade's New Year Celebration presented by Honda* – airing on January 1, 2021.

Number of Years in Rose Parade: 17 (2004 to 2020)
Floral Sculpture Title: *Community of Life*

Past Float Awards Earned:

- 2020 Judges Award
- 2019 Judges Award
- 2018 Theme Award
- 2017 Theme Award
- 2016 Isabella Coleman Trophy
- 2014 Theme Award
- 2012 Judges Special Trophy
- 2011 Theme Award
- 2010 Theme Award
- 2009 Queen's Trophy
- 2008 Judges Special Trophy

Builder: Fiesta Parade Floats
16016 Avenida Padilla
Irwindale, CA 91702-3280
Tim Estes, President

Designer: Charles Meier

2021 Donate Life Rose Parade® Tribute Fact Sheet

How/why was this theme chosen?

Throughout human history and across many cultures, honeybees sustain life and symbolize community. They provide honey and wax, and are essential for the pollination of fruits, nuts, and vegetables. The 2021 Donate Life Rose Parade® floral sculpture, **Community of Life**, features a vibrant floral honeycomb built by bees, sharing the important message that we are stronger when we work together as a community. 21 hexagonal memorial portraits of donors are interwoven within the honeycomb, symbolizing the life donors give through organ, eye, and tissue donation. Much like the families and donors who have given the gift of life, bees epitomize a harmonious community that helps and benefits others. Just like busy bees, donation healthcare professionals devote every single day to make donation and transplantation possible, and their names will be featured within the floral sculpture.

Of Special Interest:

- 21 floral portraits will depict deceased organ, eye and tissue donors from across the nation, who have given the gift of life to grateful recipients.
- 6 special plaques honoring “Donation Healthcare Heroes” representing thousands of clinical and support professionals nationwide, who have worked tirelessly to save lives during the COVID-19 pandemic.
- Hundreds of individually dedicated roses will be part of the 2021 Donate Life Rose Parade Floral Sculpture, with special messages from proud donor families and grateful recipients.

Participating Organization Information:

Donate Life America is a 501(c)3 nonprofit organization leading its national partners and Donate Life state teams to increase the number of donated organs, eyes and tissue available to save and heal lives through transplantation while developing a culture where donation is embraced as a fundamental human responsibility.

Donate Life is a national brand for donation supported by national organizations and state teams dedicated to motivating the American public to register as organ, eye and tissue donors. Hundreds of thousands of people from all walks of life in every corner of the country are in need of life-saving and healing gifts that are possible only through organ, eye and tissue.

The Donate Life Rose Parade Float national campaign is produced by OneLegacy, the non-profit, federally designated organ and tissue recovery agency serving the seven-county greater Los Angeles area, and is supported by dozens of official sponsors nationwide, including organ and tissue recovery organizations, tissue banks, state donor registries, transplant centers, hospitals, funeral homes and affiliated organizations.

Flowers and Dry Materials Used for Decorating

- Astromerias of various colors will be included in the floral garden
- Individually dedicated roses will be placed within two beautiful rose bushes around the sculpture

Dimensions – Height: 15 Feet

Dimensions – Length: 25 Feet

Dimensions – Depth: 8 Feet